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AMENDMENTS TO THE SPECIFICATION

Please amend Paragraph [0032] of the specification as follows:

[0032] FIG. 2 shows parts of a preferred interactive online research system. The interactive online research system 20 preferably includes a mapping system 32 that provides associations between interest or demographic information (as answers to the supplied questions) and certain reserved keywords. Preferably, the mapping system 32 leverages the data from the database 34 supplied by the KAP 36 to redirect users to sponsor Web sites or documents based on targeted keywords.